IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings of claims in the application:

1.   (Original) A method for classifying consumers in clusters, comprising:

generating a plurality of classifications trees based on demographic data for a set of consumers and behavioral data for a set of consumers, each of said classification trees producing a consumer cluster set; and

searching said consumer cluster sets for an optimal consumer cluster set, said optimal consumer cluster set having a plurality of clusters of consumers,

wherein consumers in each cluster of said plurality of clusters have substantially similar behavioral and demographic characteristics to each other and different behavioral or demographic characteristics from consumers in all other clusters of said plurality of clusters.

2.   (Currently Amended) The method of classifying consumers according to Claim 1, wherein said classification trees use generating comprises using Zhang's methodology.

3.   (Currently Amended) The method of classifying consumers according to Claim 1, wherein said searching uses a partitioning program comprises using Zhang's methodology.

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4. (Original) A segmentation system for classifying consumers in clusters, comprising:

means for generating a plurality of classification trees based on demographic data for a set of consumers and behavioral data for a set of consumers, each of said classification trees producing a consumer cluster set; and

means for searching said consumer cluster sets for an optimal consumer cluster set, said optimal consumer cluster set having a plurality of clusters of consumers,

wherein consumers in each cluster of said plurality of clusters have substantially similar behavioral and demographic characteristics to each other and different behavioral or demographic characteristics from consumers in all other clusters of said plurality of clusters.

5. (Currently Amended) The segmentation system according to Claim 4, wherein said classification trees use ~~means for generating employ's~~ Zhang's methodology.

6. (Currently Amended) The segmentation system according to Claim 4, wherein said means for searching uses a partitioning program ~~employ's Zhang's methodology~~.

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7.　　(Original) A segmentation system for classifying consumers in clusters, comprising:

a partitioning module adapted to create classification trees to define consumer clusters;

a profile definitions module for supplying profile definitions data to said partitioning module; and

a cluster assignments module for storing consumer clusters generated by said partitioning module,

wherein said partitioning module generates an optimal classification tree resulting in a plurality of consumer clusters with consumers in each cluster of said plurality of clusters having a substantial similar behavioral and demographic characteristics to each other and different behavioral and demographic characteristics from consumers in all other clusters of said plurality of consumers.

8.　　(Original) The segmentation system according to Claim 7, further comprising:

a summarization module adapted to generate summary data, said summary data being a summarization of data contained in said cluster assignments module; and

a summary data module adapted to store said summary data.

9.　　(Original) The segmentation system according to Claim 7, wherein said profile definition module comprises a database.

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10.   (Original) The segmentation system according to Claim 7, wherein said profile data module comprises an electronic file.

11.   (Original) The segmentation system according to Claim 7, wherein said segment definitions module comprises a dbase file.

12.   (Original) The segmentation system according to Claim 7, wherein said cluster assignments module comprises a dbase table.

13.   (Original) The segmentation system according to Claim 7, wherein said partitioning module uses Zhang's methodology to create classification trees.

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